

Art Unit: 1600

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Claim 1 (Original)

1. An image forming apparatus for forming an image by controlling an image forming operation, the apparatus comprising:

a display for displaying information;

an operation panel for setting image registration for displaying an advertisement on the display;

a scanner for reading an advertisement original to be registered, when the image registration has been set by the operation panel;

a registration section for registering an image of the advertisement original read by the scanner; and

a control section for performing a control for displaying on the display the image registered in the registration section.

Claim 2 (Original)

2. An image forming apparatus according to claim 1, wherein the setting on the operation panel is effected by a touch panel provided on the display.

Art Unit: 1600

Claim 3 (Original)

3. An image forming apparatus according to claim 1, wherein the registration section registers the image of the advertisement original in a hard disk drive.

Claim 4 (Original)

4. An image forming apparatus according to claim 1, wherein the control section performs a control for displaying all registered images registered in the registration section on a portion of the display in a predetermined order.

Claim 5 (Original)

Art Unit: 1600

5. An image forming apparatus according to claim 1, wherein the control section controls, if information for setting the image forming operation is being displayed on the display, the image forming operation during this time period as a timing at which advertisement display is prohibited, and the control section performs, if information for setting the image forming operation is not displayed on the display, the control for displaying on the display all registered images registered in the registration section during this time period as a timing at which advertisement display is permitted.

Claim 6 (Original)

6. An image forming apparatus according to claim 5, wherein the control section performs the control for displaying all registered images registered in the registration section on the display in a predetermined order at predetermined time intervals at the timing at which the advertisement display is permitted.

Claim 7 (Original)

7. An image forming apparatus according to claim 1, wherein the registration section includes an input section for inputting an advertisement time and a priority level of the image to be registered, and an accounting process section for performing an accounting process in accordance with the advertisement time and priority level input by the input section.

8. (Amended) An image forming apparatus according to claim 5 [or 7], wherein the control section performs the control for displaying all registered images registered in the registration section on the display at predetermined time intervals at the timing at which the advertisement display is permitted, in accordance with the priority level input by the input section.

9. (Amended) An image forming apparatus according to claim 1 [or 7], wherein the control section performs the control for displaying at least one image, for which the accounting process has been performed by the accounting process section, in accordance with the advertisement time and priority level of the image.

Claim 10 (Original)

Art Unit: 1600

10. An image forming apparatus according to claim 1, wherein the control section includes a switch-display section for displaying at least one image registered in the registration section in a switched manner at predetermined time intervals, and a finishing section for finishing the display of the image when a total display time of the image displayed by the switch-display section has reached an advertisement time of the image.

Claim 11 (Original)

11. An image forming apparatus according to claim 10, wherein the finishing section deletes the image from the registration section.

Claim 12 (Original)

12. An image forming apparatus for forming an image by controlling an image forming operation,

the apparatus comprising:

- a display for displaying information;

- a first setting section for setting image registration for displaying an advertisement on the display;

- a scanner for reading an advertisement original to be registered, when the image registration has been set by the first setting section;

- a first registration section for registering an image of the advertisement original read by the scanner;

- a second setting section for setting addition of a description to the image registered by the first registration section;

- an input section for inputting the description when the addition of the description has been set by the second setting section;

Art Unit: 1600

a second registration section for adding the description input by the input section to the image registered in the first registration section, and registering the resultant image; and

a control section for performing a control for displaying on the display the registered image and description after the image with the added description has been registered in the second registration section.

Claim 13 (Original)

13. An image forming apparatus according to claim 12, wherein the first registration section includes a designation section for designating an advertisement time and a priority level of the image to be registered, and a first process section for performing an accounting process for the image to be registered, in accordance with the advertisement time and priority level designated by the designation section.

14. (Amended) An image forming apparatus according to claim 12 [or 13], wherein the second registration section includes a second process section for performing an accounting process in accordance with a length of the description input by the input section and the advertisement time designated by the designation section.

Claim 15 (Original)

Art Unit: 1600

15. An image forming apparatus for forming an image by controlling an image forming operation, the apparatus comprising:

a display for displaying information;

an operation panel for setting registration for displaying a message on the display;

an input section for inputting a message to be registered, when the registration for displaying the message has been set by the operation panel;

a registration section for registering the message input by the input section; and

a control section for performing a control for displaying on the display the message registered in

the registration section.

Claim 16 (Original)

16. An image forming apparatus according to claim 15, wherein the input section includes a first determination section for determining whether the input of the message is permitted, using pre-registered identification information and a password associated therewith.

Claim 17 (Original)



Art Unit: 1600

17. An image forming apparatus according to claim 15, wherein the input section includes a second determination section for determining whether the display of the message is permitted, using pre-registered identification information and a password associated therewith.

Claim 18 (New)

18. An image forming apparatus according to claim 7, wherein the control section performs the control for displaying all registered images registered in the registration section on the display at predetermined time intervals at the timing at which the advertisement display is permitted, in accordance with the priority level input by the input section.

Claim 19 (New)

19. An image forming apparatus according to claim 7, wherein the control section performs the control for displaying at least one image, for which the accounting process has been performed by the accounting process section, in accordance with the advertisement time and priority level of the image.

Claim 20 (New)

20. An image forming apparatus according to claim 13, wherein the second registration section includes a second process section for performing an accounting process in accordance with a length of the description input by the input section and the advertisement time designated by the designation section.

Art Unit: 1600

21. (New) An image forming apparatus reads an original image and forms an image corresponding to the original image on a sheet, comprising:

a display which usually displays information for operating an image forming apparatus;

an operation panel which designates an advertisement registration for displaying an image on said display for an advertisement;

a scanner which reads an original image to be registered when the advertisement registration has been designated by said operation panel;

a storage device which stores the image read by said scanner as an advertisement image; and

a processing unit which performs a control for displaying the advertisement image stored in the storage device.

22. (New) An image forming apparatus according to claim 21, wherein said processing unit performs a control for displaying the stored advertisement image in a predetermined order.

23. (New) An image forming apparatus according to claim 21, wherein said processing unit prohibits the display of the advertisement image on said display when the information for operating the image forming apparatus is displayed on said display.

24. (New) An image forming apparatus according to claim 21, wherein said processing unit performs a control for displaying the advertisement image on said display in a predetermined order at predetermined intervals.

25. (New) An image forming apparatus according to claim 21, wherein said operation panel comprises an input device which inputs a condition for displaying the advertisement image.

26. (New) An image forming apparatus according to claim 25, wherein the condition includes a time period for displaying the advertisement image on said display and a priority level for displaying the advertisement image.

27. (New) An image forming apparatus according to claim 25, wherein said processing unit performs an accounting process in accordance with the condition inputted by said input device.

28. (New) An image forming apparatus according to claim 27, wherein said processing unit performs a control for displaying the advertisement image whose accounting process has been performed in accordance with the condition inputted by said input device.

29. (New) An image forming apparatus according to claim 26, wherein said processing unit prohibits the display of the advertisement image on said display when the time period inputted by said input device has elapsed.

30. (New) An image forming apparatus according to claim 29, wherein said processing unit performs a control for deleting the advertisement image from said storage device when the time period has elapsed.

Art Unit: 1600

31. (New) An image forming apparatus reads an original image and forms an image corresponding to the original image on a sheet, comprising:

a display which usually displays information for operating an image forming apparatus;

an operation panel which designates an advertisement registration for displaying an image on said display for an advertisement;

a scanner which reads an original image to be registered when the advertisement registration has been designated by said operation panel;

an input device which inputs a message to be corresponded to the original image read by said scanner;

a storage device which stores the image read by said scanner as an advertisement image, and the message inputted by the input device corresponding to the advertisement image; and

a processing unit which performs a control for displaying the advertisement image and the message corresponding to the advertisement image.

32. (New) An image forming apparatus according to claim 31, wherein said operation panel comprises a second input device which inputs a condition for displaying the advertisement image and the message.

33. (New) An image forming apparatus according to claim 32, wherein the condition includes a time period for displaying the advertisement image and the message on said display, a priority level for displaying the advertisement image and the message, and an amount of data of the advertisement image and the message.

34. (New) An image forming apparatus according to claim 33, wherein said processing unit performs an accounting process in accordance with the condition inputted by said second input device.

35. (New) An image forming apparatus according to claim 34, wherein said processing unit performs a control for displaying the advertisement image and the message whose accounting process has been performed in accordance with the condition inputted by said second input device.